

Dear Partner,

May at VR Chennai was truly eventful ! Our summer sale decor, the fantastic Great Cartoon Get-Together, and the Max Kids Festival, organized in association with Max Fashion and Disney's Lilo & Stitch, were huge crowd-pullers, offering a rewarding experience perfect for the summer holidays. With exciting store launches adding to the mix, we were truly the go-to destination this past month. But the fun isn't over yet! June brings even more excitement as we celebrate our Anniversary Month with a host of new events and store openings. Stay tuned – you wouldn't want to miss what's coming next!

Best Regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

BLOOM & BOOM: A BLOOMING SUCCESS!

1st May – 10th June, 2025

Our "Bloom & Boom" Summer Sale was a resounding success, offering shoppers a fantastic ₹1000 reward voucher on purchases over ₹5000. Beyond the incredible deals, our Spring Summer photo-op decor curated a happy vibe! It was a delight to see enthusiastic shoppers, all eager to capture beautiful memories with their loved ones. The energy at the centre was buzzing! A huge thank you to our customers for making it special!

MAX KIDS FESTIVAL: A STITCH-TACULAR SUCCESS!

23rd May, 2025

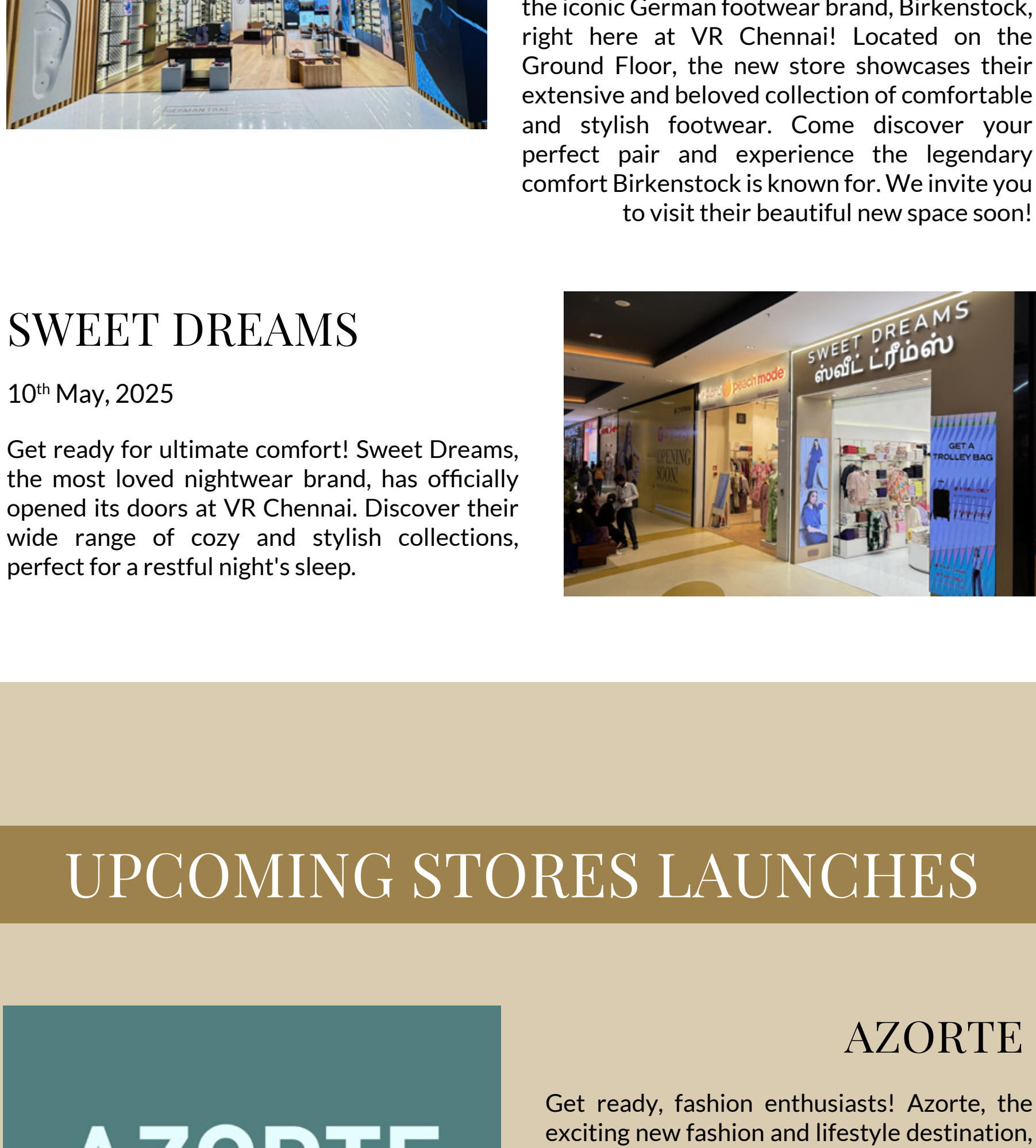
VR Chennai, in association with Max Fashion, recently hosted the Max Kids Festival, a special promotion celebrating Disney's Lilo & Stitch. The highlight was our engaging Paint and Win Contest, where over 1000 enthusiastic kids showcased their creativity! Participants were rewarded with exciting gadgets and gift vouchers, making it a truly memorable experience.



SUPER ACTION SUPER COMEDY A CARTOON EXTRAVAGANZA!

24th – 31st May, 2025

Our "Super Action, Super Comedy - The Great Cartoon Get-Together" brought a fantastic Cartoon Network carnival to life, engaging the children in a great way and making their summer vacation, really really special. This thematic event was packed with exciting games, engaging workshops, and plenty of gifts and rewards for everyone. Various famous cartoon characters from the world of Cartoon Network like Teen Titans, Ben 10, and Tom & Jerry, were all part of this incredible #SuperActionSuperComedy Cartoon Network campaign; making it truly an unforgettable experience.



NEW STORES



BIRKENSTOCK

10th May, 2025

We're excited to announce the grand opening of the iconic German footwear brand, Birkenstock, right here at VR Chennai! Located on the Ground Floor, the new store showcases their extensive and beloved collection of comfortable and stylish footwear. Come discover your perfect pair and experience the legendary comfort Birkenstock is known for. We invite you to visit their beautiful new space soon!

SWEET DREAMS

10th May, 2025

Get ready for ultimate comfort! Sweet Dreams, the most loved nightwear brand, has officially opened its doors at VR Chennai. Discover their wide range of cozy and stylish collections, perfect for a restful night's sleep.



UPCOMING STORES LAUNCHES

AZORTE

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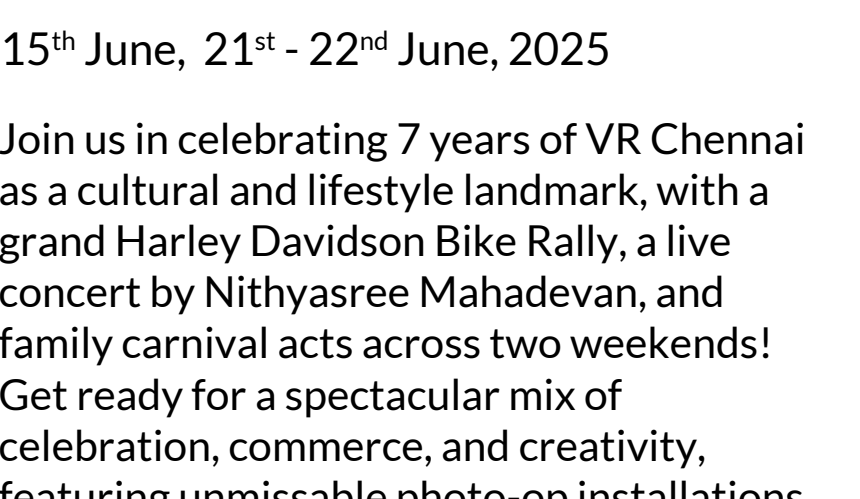
Get ready, fashion enthusiasts! Azorte, the exciting new fashion and lifestyle destination, is opening its doors very soon at VR Chennai. Prepare to explore a fresh collection of contemporary styles and trendsetting apparels. Stay tuned for details on their grand opening – you won't want to miss it!

BABY SHOP

Exciting news for parents and little ones! Babyshop, your one-stop destination for all things baby and kids, will be opening its doors soon at VR Chennai. Prepare to explore a world of thoughtfully curated essentials, from adorable apparels to innovative toys and gears. Get ready to welcome this new store!

DERMA CO

Get ready for scientifically backed skincare! The Derma Co. arrives soon at VR Chennai, bringing their innovative range of effective solutions to help you achieve your skin goals.

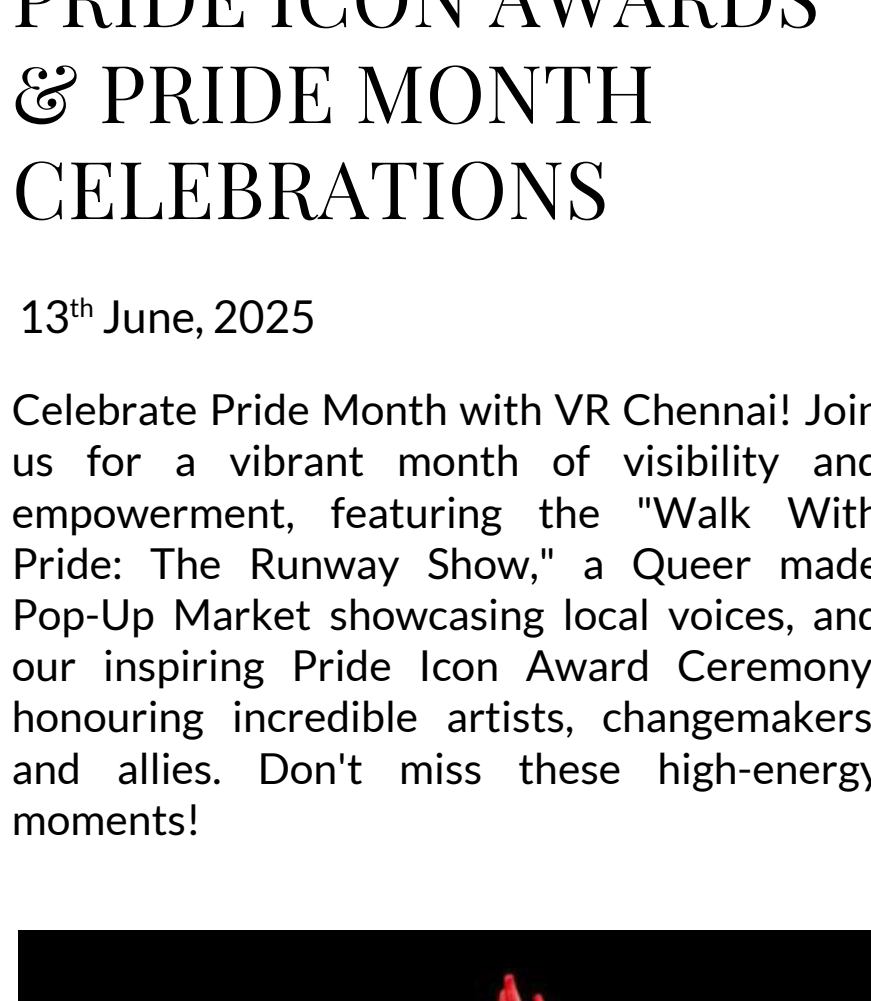


SAMSUNG SMARTCAFE

Prepare for a unique blend of tech and refreshment! Samsung Cafe arrives soon at VR Chennai, offering an exciting space to explore Samsung's innovations.



JUNE EVENTS



BATTLE DON'T BLINK DANCE BATTLE

1st June, 2025

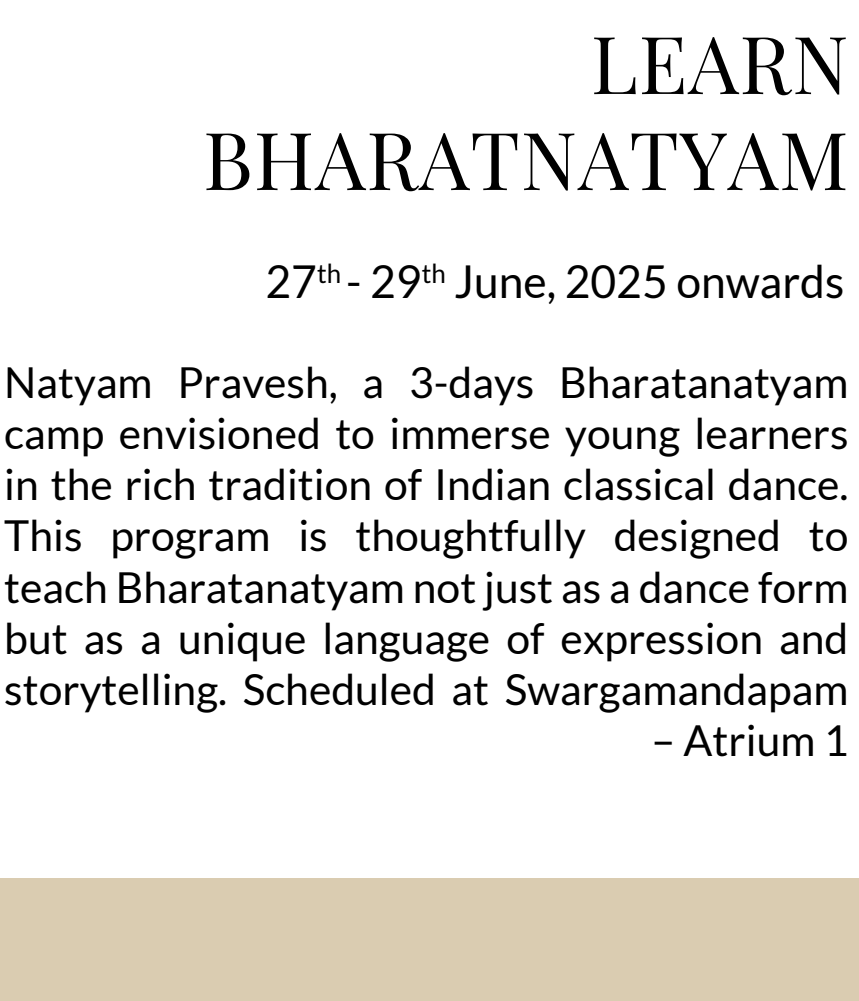
Get ready for history! Battle Don't Blink, a premier freestyle dance battle competition featuring national artists and clubs, is hitting the city for the first time. With beats by Paal Dabba and vocals by Sarah Black, judged by renowned dancers, this is an event you wouldn't want to miss.



IPL SCREENING

3rd June, 2025

Catch all the IPL playoff and final action live at VR Chennai! Get ready for a stadium-like atmosphere with live screening, DJ music, dance, delicious snacks, and much more excitement. Don't miss a single boundary or wicket!



THE GREAT INDIAN MANGO FESTIVAL!

5th – 10th June, 2025

Prepare for a sweet celebration as VR Chennai, in association with SPAR, brings you the Great Indian Mango Festival this June! Explore 35+ varieties of delicious mangoes at this festival! Enjoy a special reward—get an assured gift voucher worth ₹1,500 with every purchase of ₹3,000!

FATHER'S DAY CELEBRATIONS

13th - 22nd June, 2025

This Father's Day, VR Chennai invites you to share your heartfelt stories and cherished photos with your father in our week-long social media contest, celebrating the incredible role they play in our lives. Join us as we turn memories into tributes, with a special photo-op wall showcasing the evolution of fatherhood!



FASHION SHOW BY SCHOOL OF FOOTWEAR DESIGN AND PRINT

13th June, 2025

Witness the future of fashion at VR Chennai! The Graduation Fashion Show, a collaboration between the School of Fashion Design and the School of Footwear Design & Production, in partnership with a prestigious Government institute, unveils groundbreaking designs from emerging talents.

7TH ANNIVERSARY CELEBRATIONS

15th June, 21st - 22nd June, 2025

Join us in celebrating 7 years of VR Chennai as a cultural and lifestyle landmark, with a grand Harley Davidson Bike Rally, a live concert by Nithyasree Mahadevan, and family carnival acts across two weekends! Get ready for a spectacular mix of celebration, commerce, and creativity, featuring unmissable photo-op installations.

But wait—that's not all!

Because while it's our birthday, the real party? It's yours. We're giving away not one, but TWO brand-new Jawa bikes to two lucky shoppers. Just shop for ₹50,000 or more, and you could ride home in style.

Come for the culture, stay for the chance to cruise away! Because when VR Chennai turns 7, the city shines.

MAD MAD SALE

13th June, 2025 onwards

Get ready for the "MAD MAD Sale" at VR Chennai, our electrifying End of Season Sale with never-before discounts of up to 50% on leading national and international brands! Don't miss this retail carnival packed with unbeatable deals, impulse offers, and vibrant activations throughout the Centre.

PRIDE ICON AWARDS & PRIDE MONTH CELEBRATIONS

13th June, 2025

Celebrate Pride Month with VR Chennai! Join us for a vibrant month of visibility and empowerment, featuring the "Walk With Pride: The Runway Show," a Queer made Pop-Up Market showcasing local voices, and our inspiring Pride Icon Award Ceremony, honouring incredible artists, changemakers, and allies. Don't miss these high-energy moments!

NATYAM PRAVESH LEARN BHARATNATYAM

27th - 29th June, 2025 onwards

Natyam Pravesh, a 3-days Bharatanatyam camp envisioned to immerse young learners in the rich tradition of Indian classical dance. This program is thoughtfully designed to teach Bharatanatyam not just as a dance form but as a unique language of expression and storytelling. Scheduled at Swargamandapam – Atrium 1

SOCIAL MEDIA CHATTER

From electrifying collaborations like "Battle Don't Blink" with Paal Dabba & Sarah Black, to a nostalgic Cartoon Network get-together, and exciting store launches including Birkenstock, CEX, Yousta, Nykaa Luxe, and Madras Mapillai, alongside our partnership with PAGE 3 Luxury Salon, VR Chennai has been abuzz with activity. These paid media, have successfully propelled our social media reach to over 1.0M+!

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